



## NEWS RELEASE

*For immediate release*

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# *PEAK 2023: Where North American Poultry Connects* Inaugural Year of PEAK Brings Together Poultry Industry with Mix of Familiar and New Show Elements

(Buffalo, Minn.) ... The inaugural year of PEAK 2023 brought together the North American poultry industry in Minneapolis for a successful trade show, education program, and a high energy networking event – all with exciting new elements to culminate the rebranding of this long-time convention.

PEAK 2023 featured nearly 2,800 participants from 35 states and 16 international countries, a large uptick from the previous year. The show was rebranded after 51 years known as the Midwest Poultry Federation (MPF) Convention.

“As an organization, we were incredibly excited to debut our new name and branding at PEAK 2023,” said current MPF Board President Ross Thoreson of Best Veterinary Solutions. “Attendees and vendors from all over the world experienced a perfect mix of familiar show components and several new elements throughout the event that really gave PEAK a fresh, energized feel.”

PEAK 2023 branding was everywhere in the Minneapolis Convention – from banners lining the outside entrance area to digital signage and a new, welcoming registration area for attendees to mix and mingle. In addition, new tracks for business and leadership development and feed technology and manufacturing proved to be popular with attendees. PEAK also debuted a new focus for its Careers Program with an industry panel and Poultry Ambassadors who were paired up with students and college instructors to introduce them to the poultry industry.

PEAK 2023 kicked off with a gigantic bang at PEAK Unhatched: An Evening of Eats and Entertainment at the Hilton Minneapolis Hotel. Nearly 1,000 people attended this multi-faceted networking event, featuring plenty of time to socialize, enjoy food and drink, and take in an epic performance by Q The Band.

PEAK’s partnering events also reported successful events, with the Organic Egg Farmers of America experiencing record attendance and organizers of the North Central Avian Disease Conference very pleased with the outcomes from their conference.

“It was fantastic to see so many of our industry friends, colleagues, and customers at PEAK 2023,” said Thoreson. “The MPF Board of Directors and show organizers are already excited to begin planning for next year.”

Show dates in 2024 are April 17-19 at the Minneapolis Convention Center in Minneapolis, Minnesota. This is the only year attendees and vendors will see a change in the date pattern of the show, which will run Wednesday, Thursday and Friday in 2024 rather than the usual Tuesday-Thursday.

Watch for details coming soon at [www.midwestpoultry.com](http://www.midwestpoultry.com). You will also find PEAK on [LinkedIn](#), [Facebook](#) and [Twitter](#). You may contact MPF with any questions at [info@midwestpoultry.com](mailto:info@midwestpoultry.com) or 763/284-6763.

### **About PEAK and MPF**

PEAK is the largest trade show and convention in North America, held annually in Minneapolis, that focuses exclusively on the business and production of poultry.

In 2022, the Midwest Poultry Federation Board rebranded its show name to PEAK, which stands for Profitability, Experience, Advancement and Knowledge – MPF’s promise to attendees to always provide these four keys to unlocking success for your business.

The Midwest Poultry Federation (MPF), a 501(c)6 nonprofit organization, was founded in 1971 and held its first convention in Minneapolis in 1972. MPF’s primary purpose is to host an annual convention emphasizing on-farm poultry production. The convention’s goal is to offer cutting-edge information to attendees through a balanced offering of exhibits and educational workshops.

All revenue (after expenses are paid) generated by PEAK and any other events MPF holds throughout the year is donated to various poultry organizations for research and educational activities as well as back to MPF’s member organizations.

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